2019
INNOVATION · QUALITY · STABILITY

STOCKHOLM, SWEDEN
23 SEPTEMBER

COPENHAGEN, DENMARK
24 SEPTEMBER

OMNI-CHANNEL
EXPERIENCE

MACHINE
LEARNING

BUSINESS CASE
MANAGEMENT

INBOUND MAIL
AUTOMATION

BUSINESS DOC
DESIGN & DELIVERY

Strategy &
User Conference

PAPYRUS SOFTWARE

HOT TOPICS AT THE 2019 STRATEGY & USER CONFERENCE

Digital Business Transformation

Digital business transformation is a key initiative for many organizations. With a well-defined plan, agility and a powerful digital software platform with support for RPA and AI, organizations can introduce a new business model that offers Omni-channel engagement, enhanced customer experience (CX) and streamlined operations. The Papyrus digital platform innovation is addressing true digital transformation of the entire business operations, irreversibly changing the way how companies interact with clients and employees to run the business more productively, efficiently and profitably.

Omni-Channel Business Engagement

Customers use today three or more channels when contacting companies. This requires a new communication model that will go beyond disconnected channels to offer seamless Omni-channel engagement across channels with a real-time back-office integration for quality of service and enhanced customer experience. The consistency of conversation is ensured through all communication linked to a customer case across the entire customer journey.

Machine Learning empowered by AI

Training machines to recognize documents and messages while continuously optimizing information capture is a remarkable technology that can immensely increase efficiency. But what really improves business capability is a process solution that learns over time what your knowledge workers do when processing a case – when a certain document arrives, a particular state is recognized or when an exception is encountered.
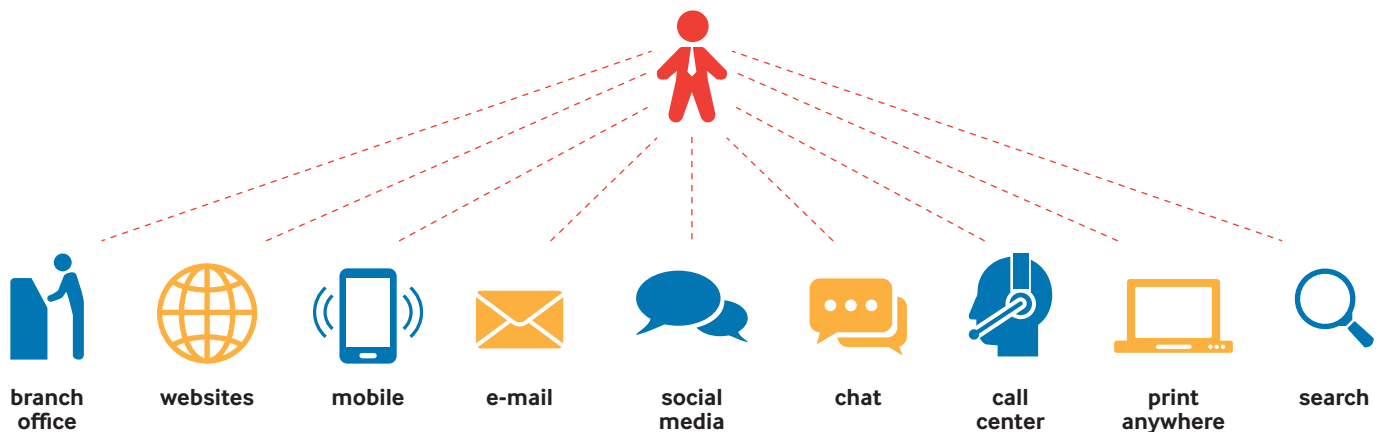
Multi-Channel Inbound Mail Data Capture

Digitizing and intelligently extracting data from incoming e-mails, PDFs, scans, fax and messages in structured and unstructured formats, including handwritten information is a key strength of Papyrus Capture. The state-of-the-art, self-learning classification process and machine learning utilize pattern recognition to increase accuracy and efficiency of data capture.

Single-Source Document Design Across Physical & Digital

Smart document design by business teams and IT leveraging the holistic "One platform approach" allows companies to set new standards in communication with their clients and achieve significant gains in efficiency and business agility. Document layouts and building blocks are created only once and re-used across document applications and across templates for delivery via e-mail/HTML, Mobile, Web, PDF and AFP print – achieving efficiency, CI/CD, precision and quality. Integrated versioning, change and release management allow business teams to sign-off and deploy document changes at any point in time without waiting for a next general release.

Robotic Process Automation (RPA)

Process flow diagrams for the Customer Journey are often too rigid for the modern business world. The Papyrus key innovation - 'User Trained Agent' (UTA) – takes a different approach and utilizes machine learning to empower business users with interactive process discovery and pattern recognition capabilities, supporting each customer individually. Papyrus can capture and classify any incoming document and message, automatically trigger the process/case, assign goals based on rules and suggest a rated 'best next action.'

| branch office | websites | mobile | e-mail | social media | chat | call center | print anywhere | search |

Business Solutions for Mobile

Papyrus applications can run as native applications on all leading mobile devices in support of Enterprise Mobility. Users are able to communicate, take actions, track events, send requests and receive notifications with a direct back-office connectivity and smooth interactions with existing CRM, BPM, ERP and database systems even when out of the office.

Preferred Channel Delivery / Output Management

Communication is delivered to each individual in their preferred language and channels of communication - Web, e-mail, Chat, SMS, Social, Mobile or paper, with a transformation to the specific channel only at delivery time for utmost channel independence. Tracking, tracing and monitoring of all jobs, starting with receiving the data and completing with archiving of documents with a feedback loop and notifications are key capabilities.
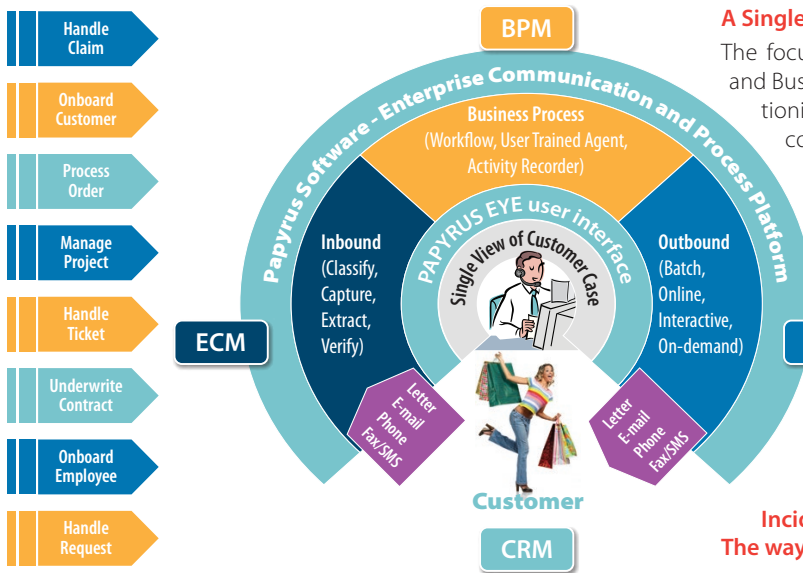
Reporting and Monitoring Across Channels

All channels are presented in a unified view to understand which communication has taken place via which channels (inbound & outbound), even when crossing channels in parallel conversations. Monitoring and reporting tools provide evidence that communications get delivered in a timely manner and help identify problems at the earliest point in a conversation.

Online Channel Business Correspondence

Doing business online is of critical importance for your organization's existence and connects you fast and conveniently to customers, prospects and partners. Online channel services can be fully managed by business teams and offered via Wizard-assisted Webforms for customer self-service through your Website or mobile app directly linked to your back office for operational support.

A NEW WAY OF WORKING –
ADAPTIVE CASE MANAGEMENT

Adaptive Case Management puts people at the center of a process and allows them to intervene and apply their judgment and expertise to adapt to concrete business situations and create exactly what they need, when they need it to achieve the best possible outcomes. In ACM, business users can DESIGN while they EXECUTE.

Handle Claim
Onboard Customer
Process Order
Manage Project
Handle Ticket
Underwrite Contract
Onboard Employee
Handle Request

Papyrus Software - Enterprise Communication and Process Platform

BPM

Business Process
(Workflow, User Trained Agent, Activity Recorder)

PAPYRUS EYE user interface
Single View of Customer Case

ECM

Inbound
(Classify, Capture, Extract, Verify)

Letter E-mail Phone Fax/SMS

Outbound
(Batch, Online, Interactive, On-demand)

Letter E-mail Phone Fax/SMS

CCM

Customer

CRM

A Single View of All Customer Activity

The focus lies on Digital Transformation, Customer Experience (CX) and Business Empowerment with a 360° view of the customer – positioning companies to interact with customers and partners as 'one company - one voice'.

Make Enterprise Content Available to the Fingertips of Knowledge Workers

Easy access to all documents and content plays a key role in boosting productivity of knowledge workers in sales and customer service. Organizations need to bridge the silos and provide intelligent content services with unified content and processes within a business context to employees across enterprise teams – from anywhere to anywhere - to effectively connect, collaborate, up-sell, cross-sell and work on one single version of truth.

Incident Management / Ticketing – The way to Customer Engagement Excellence

Most customer service solutions cannot keep up with today's customer engagement requirements, as customers want to experience fast response to their inquiries or reported issues using preferred channel of communication. Papyrus Ticketing serves as a new system of engagement across a number of departments, helping companies increase employee productivity and deliver top-notch service for enhanced customer satisfaction.

Building Value Streams: Get Your Ideas To Execution Faster

Organizations have a huge backlog in delivering digital business solutions – IT does not have the resources; professional services are associated with huge costs, and lengthy project implementations often lead to further shortage of IT staff and prevent modernization. Organizations thus need a new innovative approach that empowers the Business to model their 'value streams' with detailed processes and rules.

Campaign Management / Targeted Messaging

The Papyrus collaboration platform for campaign management earned the highest honors for digital transformation excellence, agility and high value creation. With help of the Out-of-the-Box ACM Framework, customer's Creative Services Teams are driving creation, modification and administration of a large number of marketing and regulated materials with more than 60 media types in nearly 30 languages, with efficient approval cycles that grant quality and compliance in a highly regulated business area.

Facilitated Integration With Existing Applications And Devices

Learn about SOA Adapters with support for a wide range of protocols:
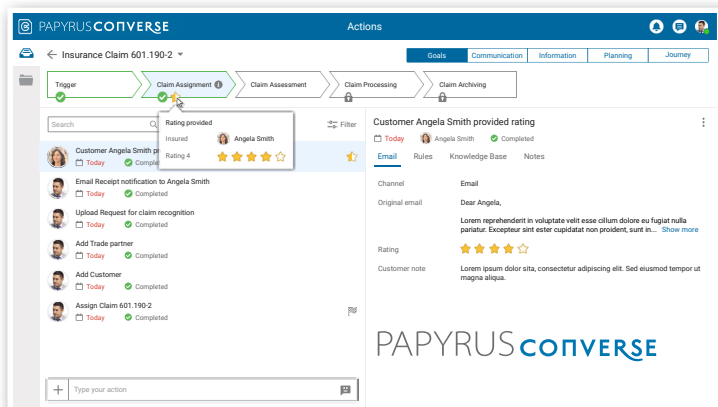- Online channels/portals - Web Services, SOAP, HTTPS
- E-mail/Notifications – SMTP, POP3, MAPI, IMAP, SMS
- Mainframe - JES 2/3 & CICS, MQ
- Databases - Oracle, DB2, MS-SQL, ODBC
- Business Application integration - SAP, Social, Mobile-REST
- Java, .Net, MQ-Series, FILE, XML, FAX, VOIP, SNMP, LDAP, CMIS

PAPYRUS CONVERSE

Compliance
Guidance
Adaptivity
Transparency

Validate Claim | **Investigate Claim** | **Settle Claim** | **Pay Claim** | **Close Claim**

DAILY AGENDA

8.30   Welcome with Coffee

9.00   Keynote: The Push and Shove of Digital
Speaker: Max J. Pucher - CTO Papyrus Software

Continuous change shapes our information technology world. It is no longer driven from inside a business but instead pushed and shoved by consumers and governments. That push comes from the progress in technology and the shove from a change in the business environment and governments. You are faced with the fact that the demands on security and privacy, a switch to mobile technology, augmentation of human skills and continuous availability in time and space have exploded. It has become of utmost importance to employ a strategy that will give the business both the necessary stability and security in their transaction processing and record keeping while providing a substantial upgrade in flexibility and adaptability in user and customer interaction.

10.00   Omni-Channel Customer Experience
Speaker: Annemarie Pucher – CEO Papyrus Software

Excellence in Omni-channel support is the ultimate goal in achieving an outstanding customer experience.
- Engaging with both traditional and digital clients on one digital platform
- Striving to move beyond disconnected multi-channel communications (inbound/outbound)
- Allowing for real-time messaging and integration with existing applications

10.30   Networking coffee break

11.00   Unified document design by Business teams for physical and digital channels

A strategy for designing documents for print and digital, achieving a 'One Company - One Voice' customer communication.
- Best practices for creating highly personalized and consistent cross-channel business documents
- Single unified design for print, PDF and HTML reusing content building blocks across formats
- Inclusion of videos, graphics, charts, personalized messages and promotions
- Business teams create, extend and maintain templates and rules with the Business Designer
- Integrated versioning, Change and Release Management
- Migration from MS Word and other PC document formats

11.30   Preferred channel delivery with feedback loop

Powerful Postprocessing capabilities and the Automated Document Factory help you to move beyond disconnected multi-channel communications and lets you control your print and e-delivery operations.
- Best practices transforming from paper to digital
- Collect output in the Pool, bundle and augment each page with channel-specific information
- HTML5/PDF/SMS/e-mail/Mobile, printing considerations and available solutions
- Monitoring and reporting across e-mail, WebPortal, printing and archiving

12.00   Digital Business in Real Time

A Website or Mobile device provides public access as an integrated part of the whole Omni-channel network and is directly linked with operational users performing Adaptive Case Management.
- Real-time, responsive communications with back-office user integration
- Live Chat/Chatbot/Social/Web/Mobile interfaces
- Documents in real time with e-Signature
- Easy Onboarding for new products and services, e-Enrollment
- Claims submission, offer request, complaints

12.30   Incident Management / Ticketing in the Omni Channel World

A ticket can be a reported issue, a question, an inquiry, a defect or a change request processed over a period of time to achieve a solution or any other type of complex activity before being 'completed.' The out-of-the box Papyrus Ticketing framework is fast to implement, adaptable and configurable, and unlike alternatives provides your customer with the Omni-channel communication experience.
- A unified single user interface with a 360-degree view of the ticket case for higher productivity
- Adaptive processes for exception handling
- Ticket cases can have related tickets or dependent sub-tickets, all accessed directly from the displayed ticket

13.00 Lunch

14.00 Automate and digitize inbound mail channels

Manage all your inbound channels by one single definition and by events, routing mail through the steps of classification, recognition and data extraction to validation and distribution to users in different departments.
- Supervised learning and continuous improvement of the intelligent data capture
- User-trained, multi-channel Inbound Capture
- Integration with existing hardware, software and applications
- System monitoring and auditing

14.30 Content Management for the Empowerment of the Collaborative Work

Knowledge workers need all information at their fingertips when processing a case. Customer service and call centers must find, view, send and possibly resend information. WebPortal access to documents and e-mail utilizes the short-term archive to control and monitor real-time, responsive communications with back-office user integration.
- Distributed depots, retention periods, GDPR
- Drag-and-drop or directly scan into Archive
- Automatic indexing for full-text search
- Archiving of complete case, annotations and comments
- E-delivery, Mobile and Cloud support

15.00 Campaign Management with Targeted Messaging

Creative business teams plan a campaign that stretch across multiple channels. They create the marketing content as text, image or video building blocks and define rules for including such content into highly personalized data-driven business correspondence per e-mail and paper.
- Creating personalized marketing messages
- Integration with data and definition of rules for the Campaign
- Delivery management (e-mail, SMS, portal, Mobile, paper)
- Tracking, monitoring and reporting with feedback loop (bounced, clicked, opened)
- Campaign performance analytics

15.30 Adaptive Case Management – Building your Value Streams!

See the full range from straight-through processes through dynamic processes to completely unstructured processes driven by rules and ad-hoc content arrival, such as scans, e-mails, PDFs, and mobile content. Experience **Papyrus Converse** which brings a whole new perspective on how to externalize business knowledge and implement 'value streams' that are smart and adaptive. Papyrus Converse uses a new method to define, plan and execute 'value streams' that are governed and described within the business architecture based on business language. Business rules are critical to guide the effort of users toward objectives and reduce risk by ensuring compliance.
- On-boarding, recruitment, time management, work task management, lead management
- Adaptive and goal-oriented business processes supporting exception handling
- Enhanced quality and speed of customer service case resolution
- Collaboration and knowledge work
- Desktop, Browser, Mobile, Cloud

16.00 Ask the expert session

Discuss with the ISIS Papyrus management and solution architects:
- Translating company goals into a strategy that consolidates ECM, CRM and BPM
- Optimizing your investment by building an agile communication platform for the future
- Discuss the requirements for the business graphical user interface (GUI)
- Integrating inbound and outbound communication as a business need
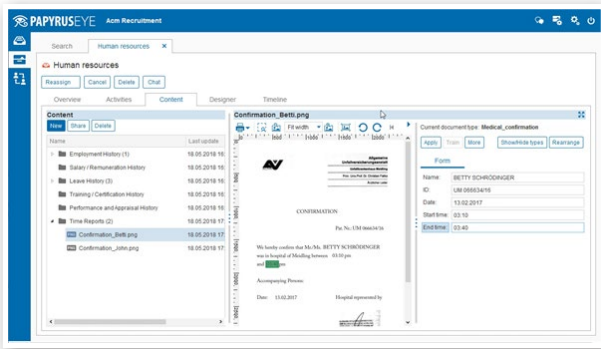
A **REAL-WORLD** EXPERIENCE

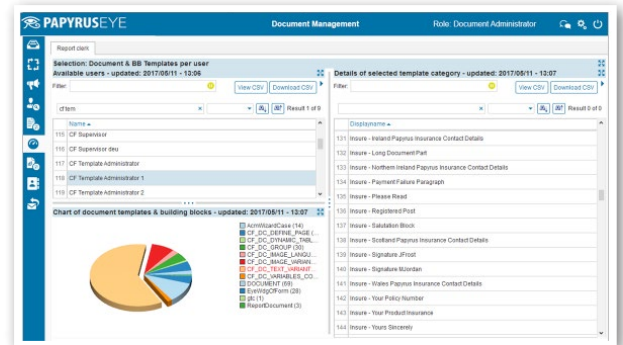### Inbound Mail Data Capture Freeform and Handwriting
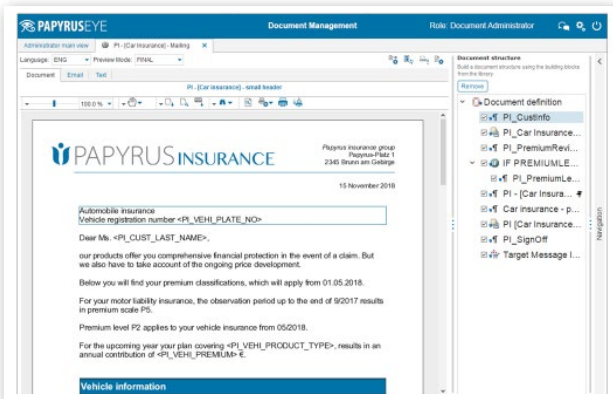

Output Management Process Definition
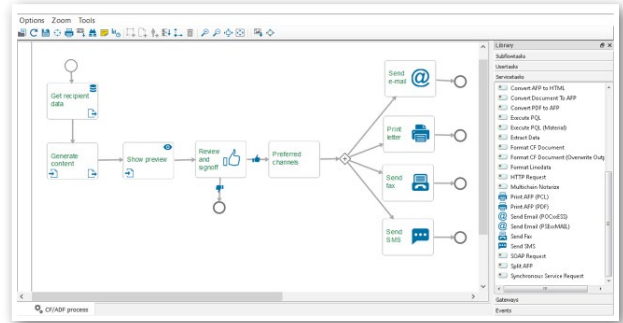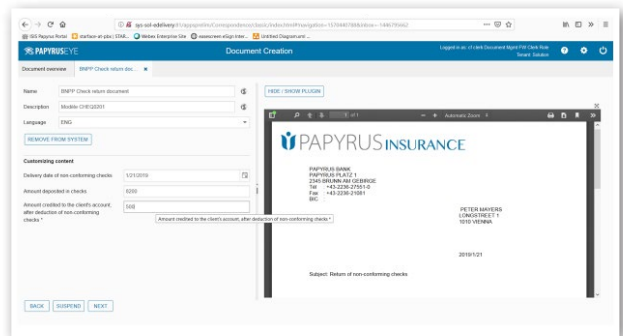

User Trains Machine

Papyrus Monitoring and Reporting
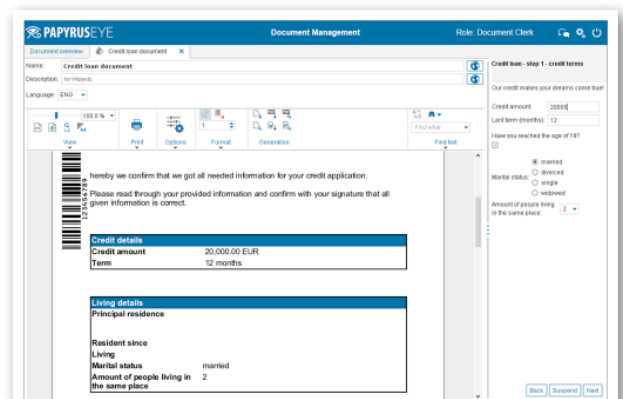

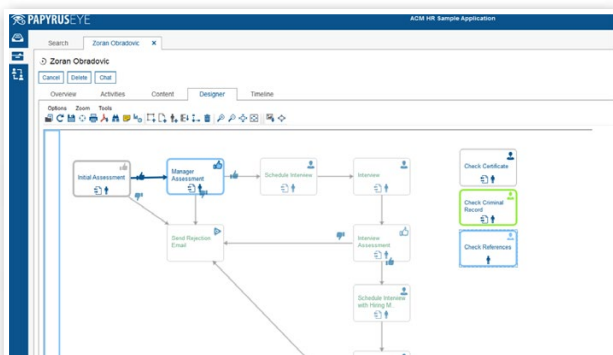### Document Design with Business Designer

Web Business Correspondence

Wizard-Driven Interactive Documents

Unforeseen Events and Ad Hoc Tasks

GENERAL INFORMATION

Registration

To register for the ISIS Papyrus Strategy and User Conference, please register online:
www.isis-papyrus.com/register-scnordics

Fees

The ISIS Papyrus Strategy and User Conference is free of charge. Registration is required.

Language

Sessions will be held in English.

Meals

ISIS Papyrus will provide coffee breaks and lunch at the conference hotel.

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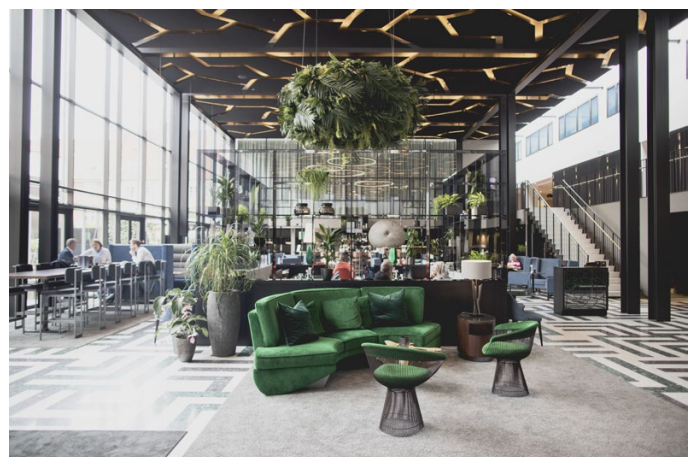
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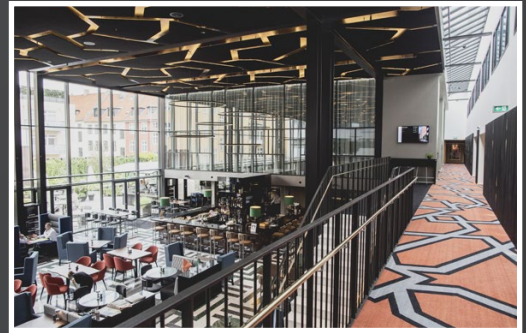Zuidplein 36
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